

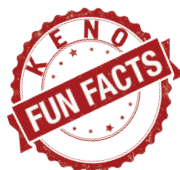
RETAILER REPORT

A NEWSLETTER FOR MARYLAND LOTTERY RETAILERS

JAN. - MARCH 2018



HAPPY 25TH BIRTHDAY, keno!



- Launched Jan. 4, 1993.
- Keno is played – independently – in 17 states and Washington, D.C.
- Maryland ranks fifth nationwide in Keno sales (First Quarter 2017).
- A recent survey of Maryland Lottery players reports that those who played Keno in the last year play at least once a week (65 percent) and more often play (53 percent) at the same retailer.

How time flies! This fast-paced game is celebrating a quarter century of success in Maryland. Our players love Keno, which has reigned as the Maryland Lottery's second most popular game, based on sales, since its start in 1993. Only scratch-offs generate stronger annual sales!

To celebrate this milestone, we're giving our Keno players a chance to win cash during an anniversary promotion running Jan. 4-31. Players enter Keno tickets into *My Lottery Rewards* to win cash prizes of \$25,000 (one winner), \$2,500 (one winner) and \$250 (25 winners). Check mdlottery.com for drawing details. Enjoy our celebration!

Keno.
Sprinkler

Chance to
DOUBLE or TRIPLE
your winnings!

**COMING IN
MARCH & APRIL**

TOP THREE MARYLAND KENO WINS

- ★ \$500,000 / May 2, 2016 /
The Greene Turtle, Gambrills
- ★ \$120,000 / Aug. 3, 2015 /
Rosedale Shell, Baltimore
- ★ \$100,000 / March 9, 2016 /
Eastover Liquors, Oxon Hill

TOP 25

KENO RETAILERS

Did you make the list? Visit *Retailer Corner* online to view the top 25 Keno retailers by region according to FY2017 sales.

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First Quarter Features Keno's Birthday and Conversion Countdown

HAPPY NEW YEAR! We hope your end-of-year Lottery sales exceeded your projections and you were able to enjoy the holidays with your family and friends. All of us at the Lottery appreciate your efforts to boost our holiday scratch-off sales.

This month, we celebrate *Keno's* 25 very successful years at the Maryland Lottery. Game sales took off from the start on Jan. 4, 1993. They reached \$188.7 million in *Keno's* first year of operation and grew steadily, year after year, to pass the \$303 million mark in Fiscal Year 2017. We pay tribute to *Keno* on **page 1**.

On the horizon is the long-awaited day when we "flip the switch," so to speak, from our old central computer system to our new high-tech, high-speed system. See **pages 4-5** for details on our conversion, Retailer Rallies and equipment installations. With your cooperation and the able assistance of Scientific Games, we anticipate a smooth transition.

Thanks again for all that you do to help us generate revenue to support the good causes of the state of Maryland.

Sincerely,

Gordon Medenica, Director



JOHN O'CONNOR

O'CONNOR MOVES UP

CONGRATULATIONS TO John O'Connor of Reisterstown on his promotion from district manager to Region 1 manager effective Oct. 25. He now leads a team of 10 district managers who cover territories primarily in Western Maryland.

O'Connor won the Second Annual Frank E. Hemberger District Manager of the Year Award in Fiscal Year 2014 in recognition of his outstanding on-the-job performance, leadership and dedication. A Lottery Sales team member since 2001, he is a two-time winner of the District Manager of the Quarter Award.

He has helped retailers in Frederick County succeed for more than a decade. O'Connor got his start at the Lottery working in corporate sales. He fills the vacancy created when Valarie Blackwell retired Sept. 1 after 22 years of state service. Retailers can reach him at 410-230-8917 or john.oconnor@maryland.gov.



RETAILER REPORT

**1800 Washington Blvd., Suite 330
Baltimore, MD 21230**

mdlottery.com
retailercorner.mdlottery.com
gaming.mdlottery.com

WAVE, Flair or Extrema Lottery Terminal,
Player Activated Terminal (PAT) and
Play Central Terminal (PCT)
888-427-7568 (service issues)

Instant Ticket Vending Machine (ITVM)
800-820-7406

Tel-Sell Orders
866-832-1477

Retailer Customer Service
410-230-8800

Instant Ticket Lottery Machine (ITLM)
(Veterans Services Organizations only)
800-886-9978

24/7 Problem Gambling Helpline
800-GAMBLER

VOLUNTARY EXCLUSION PROGRAM

The Lottery is strongly committed to promoting responsible play and encourages retailers to display our Voluntary Exclusion Program brochure with Lottery information.

Questions?

Visit mdlottery.com/about-us/responsible-play.

MARYLAND LOTTERY AND GAMING

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BRAITHWAITE WINS TOP SALES HONORS



Jon Braithwaite, right, with John Martin, chief revenue officer.

KUDOS TO Jon Braithwaite of Martinsburg, W.Va., who won Fiscal Year 2018 District Manager of the 1st Quarter honors.

The longtime Sales team member joined the agency 14½ years ago. For the last 11 years, Braithwaite's Western Maryland territory has encompassed all or part of Allegany, Garrett and Washington counties.

"I love the job and meeting with the retailers who I've been with for so long," said Braithwaite, who received the award at the October Sales Meeting. He covers a distance to reach 110 retailers and loves winter and traveling the scenic rural countryside.

Braithwaite won praise for his hard work, initiative and results. His retailers' sales soared 8.1 percent above the state average, an achievement that occurred while he also covered a vacant Lottery sales territory.

Congratulations!

BASEBALL PROMO SET FOR FIRST PITCH

PEANUTS, POPCORN & Home Run Riches! Our baseball-themed scratch-off that players have come to know and love returns on Feb. 26, ushering in another season of winners.

The \$5 Home Run Riches game will offer \$50,000 top prizes and the return of our *Contestant of the Game* fan-favorite second-chance promotion. Players will enter non-winning Home Run Riches scratch-offs into My Lottery Rewards for the chance to be selected as the *Contestant of the Game*. Each *Contestant of the Game* will receive \$500 for being selected plus \$500 for every Orioles home run hit during that game. Six drawings will take place on March 27, April 24, May 29, June 26, July 24 and Aug. 28.

Tell your Lottery sports fans to suit up for this game's launch when the Orioles start spring training at the end of February. We're hoping to have another hit on our hands!

ATTENTION XCAP RETAILERS!

THERE'S NO NEED TO WORRY about gathering your paperwork for recertification – yet. We're concentrating all of our efforts on the late spring conversion to our new high-tech, high-speed computer system.

The Lottery will delay recertification of its 350 Expanded Cashing Authority Program (XCAP) retailers until later in the year. We'll also put a hold, temporarily, on processing new XCAP applications until April. Questions? Come to an April Regional Advisory Board meeting.

LOTTERY UNLEASHES MULTIPLIER MADNESS



Players CAN'T miss the eye-popping fluorescent colors of our *Multiplier Family* of Games that launches on Jan. 22 and they WON'T want to miss our *Multiplier Madness* second-chance promotion! Enter through My Lottery Rewards. Highlights are:

- **PROMOTION:** Jan. 22-April 30.
- **ENTRY:** One *5x the Cash* = five entries, one *10x the Cash* = 10 entries, one *20x the Cash* = 20 entries, one *50x the Cash* = 50 entries. Entries are not cumulative.
- **DRAWINGS:** March 6, April 3, May 1.
- **DEADLINES:** 11:59:59 p.m. the day before the drawing.
- **PRIZES:** \$5,000, \$10,000, \$20,000 and \$50,000 awarded in each drawing.
- **NOTE:** Players can win once during the promotion.

REMEMBER: MARCH IS PROBLEM GAMBLING AWARENESS MONTH

LONG-AWAITED SPRING CONVERSION COUNTDOWN BEGINS

GREAT NEWS, RETAILERS! We're anticipating a seamless conversion to our new central computer system this spring. We continue to work closely with Scientific Games to wrap up each component of this extensive project.

RALLIES & INSTALLATIONS

Congratulations to our Eastern Shore and Western Maryland retailers, who have new terminals in place! We'll start installations for Central and Southern Maryland retailers after they attend their mandatory Retailer Rally. Scientific Games staff will call to schedule your attendance at a rally.

Remember:

- You'll get an install date at the rally and learn what type of terminal you will receive.
- Scientific Games will call you 48 hours before the installation.
- Installation time, which typically takes about 45 minutes, can expand up to two hours depending on your setup needs (number of terminals, monitors and signs).
- Complete all electrical outlet installations needed for signs or wireless ticket checkers well before your install day.

EQUIPMENT ENHANCEMENTS

Because the new equipment runs on the "old" central computer system until conversion, you will only see minor improvements in transaction speeds until the Big Switch. Speeds will increase with our new system!

In the meantime, enjoy benefits from the more efficient document



Hardware: Station 1



Reports & Accounting: Station 3



Sales Builder: Station 2



scanner, printer and wireless barcode reader. Remember, the document scanner will process up to 40 playslips per minute!

PRINTER PAPER ROLLS

If you DO NOT have a self-service vending machine in your store, round up your old printer paper rolls to turn

in on your install day. You will get new paper rolls for the new WAVE and Flair terminals because the paper feeds into the equipment differently.

The old paper rolls still work in the self-service vending machines. If your store has a Lottery vending machine, KEEP the old paper rolls to use in that machine.

WHAT ABOUT SELF-SERVICE VENDING UNITS?

The PlayCentral HD and PlayCentral EX equipment is not compatible with our old central computer system. We must wait until the Big Switch to install that equipment. Learn about the installation timetable at the April Regional Advisory Board meetings.



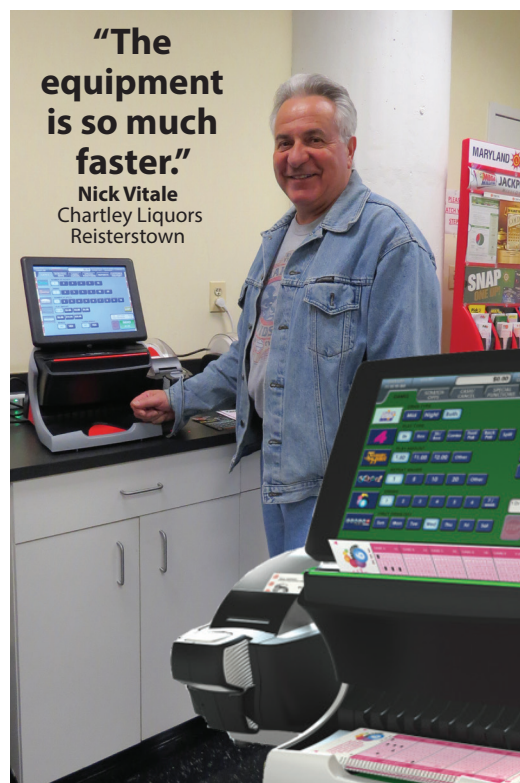
One Stop Convenience & Deli, Reisterstown



Dutch Liquors, Parkville



Monaghan's Pub, Baltimore



"The equipment is so much faster."

Nick Vitale
Chartley Liquors
Reisterstown



"Wireless barcode readers will be a big help."

Gina Prodoehl (left)
Pimlico Check
Cashing,
Randallstown,
with retailer
Rubina Iqbal.



HOW DO YOU?

Need help using your new terminal? Consult the Terminal Quick Reference Card and Quick Start Guide you receive at installation. Follow the step-by-step instructions on terminal transactions. Or, call Scientific Games at 1-888-427-7568.



Visit Retailer Corner at mdlottery.com for monthly updates on scratch-off launches, ticket prizes and more.

LAUNCH: JAN. 22

- \$1 – 5x the Cash** (#357*)
\$1,000 top prize (44)
 - \$2 – 10x the Cash** (#358*)
\$10,000 top prize (8)
 - \$5 – 20x the Cash** (#359*)
\$50,000 top prize (10)
 - \$10 – 50x the Cash** (#360*)
\$100,000 top prize (8)
- *Second-chance contest **page 3**

LAUNCH: FEB. 26

- \$2 – Triple 333s** (#362)
\$10,000 top prize
- \$5 – Home Run Riches** (#363)
\$50,000 top prize
Second-chance contest **page 3**
- \$10 – Quarter Million Large** (#364)
\$250,000 top prize
- \$30 – \$2,000,000 Mega Bucks** (#365)
\$2 million top prize

LAUNCH: MARCH 26

- \$1 – Instant Pick 3** (TBA)
- \$2 – Marilyn Monroe** (#370)
Second-chance contest
- \$3 – Bag Toss Bucks** (#369)
- \$5 – \$500 Explosion** (#371)

FINAL CLAIM DATES

JAN. 1

- \$5 – Monopoly™** / #258
- \$3 – Match & Win** / #291

JAN. 29

- \$3 – Cash Craze Crossword** / #268
- \$1 – Monopoly™** / #264

MARCH 5

- \$20 – Diamond Spectacular** / #274
- \$10 – Your Fortune** / #280
- \$5 – 7/** #272
- \$3 – Treasure Island** / #303
- \$2 – BinGO!** / #278

JANUARY SCRATCH-OFFS



SECOND \$30 SCRATCH-OFF ARRIVES FEB. 26

YOU ASKED FOR IT, you've got it! Look for the launch of our second \$30 scratch-off in February to meet player demand. Our \$2,000,000 *Mega Bucks* game will arrive in stores Feb. 26.

This game offers 44 chances to win and a top prize of \$2 million! That means your store will earn a bonus of \$2,000 for selling a top-prize winning ticket. The ticket book value is \$750 to reflect an increase in \$30 tickets per book from 20 to 25. Your commission will increase from \$33 to \$41.25.

Player demand for higher-priced scratch-offs is driving more states to add \$30 instant tickets. In FY2017, according to La Fleur's magazine, 17 states reported having \$30 scratch-offs compared to 14 in FY2016.





Customer Stephen Feny, left, with Potomac Shell manager Mohammad Mohiuddin

Retailer:
Hemant Shah

Type of Business:
Gas station

REGION
1

Potomac Shell, Gaithersburg

Reason for Selection: The store is experiencing increased sales ever since receiving publicity for selling a \$1 million winning Powerball ticket in the Aug. 23 drawing. Manager Mohammad Mohiuddin reports that customers still get excited when they see the celebration banner hanging in front of the store. He notes that "It's been a crazy couple of months!"

District Manager: Bryan Byers

REGION
2

Retailer:
Mohammed Sarfraz Ahmed

Type of Business:
Gas station

Cheema Brothers BP, Bowley's Quarters

Reason for Selection: This XCAP retailer loves his customers! Cheema Brothers BP delivers excellent customer service and the locals keep coming back for fun, friendly sales experiences. Currently displaying 58 scratch-off facings, the retailer attributes his sales growth of 9 percent above the state average to activating new games upon delivery, following plan-o-grams and providing friendly service.

Assistant Regional Manager: Shelise Hagen



Mohammed Sarfraz Ahmed, retailer (right), with Naseem Haheem, sales associate



Shaukat Tahir, owner (right) with Crystal Campos, manager

Retailer:
Shaukat Tahir

Type of Business:
Convenience store with gas station

REGION
3

Zip In Mart, Oxon Hill

Reason for Selection: This super retailer conforms to all Lottery requests and is open to suggestions. The store's newly installed stay-and-play area is very popular with players. Located on a corner with three Lottery retailers, Zip In Mart has the highest sales and double that of its competitors.

District Manager: Michael Marcos

REGION
4

Retailer:
Paramjit Singh

Type of Business:
Convenience store

Hilton Quick Mart, Baltimore

Reason for Selection: In two years, this new owner has steadily increased his Lottery sales. He is always willing to try new products. The retailer has 30 facings and recently added AfterGlow dispensers to enhance the visibility of new games. He always seeks suggestions for making his store accommodating, comfortable and safe for Lottery customers.

District Manager: Van Daniels



Paramjit Singh, retailer



HAPPY RETAILERS CELEBRATE OCTOBER WINS

CONGRATULATIONS TO these lucky retailers from October 2017! They sold winning tickets of \$20,000 and up and scratch-offs of \$30,000 and up. Many of them also earned a Maryland Lottery bonus for these sales. Way to go! Check Retailer Corner at mdlottery.com to see our monthly lists of lucky retailers.



TERMINAL AND JACKPOT GAMES

RETAILER	PRIZE
5 CARD CASH	
KC Liquors, Rosedale	\$100,000
BONUS MATCH 5	
7-Eleven #11546, Annapolis	\$50,000
Freddie's Liquors, Forestville	\$50,000
Discount Cigarettes, Brooklyn Park*	\$50,000
EZ Quick Food Mart, Pasadena*	\$50,000 (A)
KENO	
Veterans of Foreign Wars Post #350, Takoma Park	\$25,004
Ballenger Creek Pike Exxon, Frederick*	\$20,024
Forbes BP, Lanham*	\$20,000
POWERBALL	
Broadway Pizza, Rockville	\$100,000
7-Eleven #11595, Rockville	\$50,004
Corner Lounge, Upper Marlboro	\$50,000
RACETRAX	
Vino's Liquor & Wine, La Plata*	\$97,984
Vino's Liquor & Wine, La Plata*	\$20,742



A. EZ Quick Food Mart: Store managers Piyush Patel (right) and Neha Patel.

SCRATCH-OFFS

RETAILER	GAME
\$250,000	
Long Branch Beer & Wine, Silver Spring*	\$250,000 Jackpot
\$100,000	
Kettering Liquors, Upper Marlboro	\$5 Ravens
\$50,000	
7-Eleven #29720, Hyattsville	Gold
7-Eleven #39173, Hanover	\$2,000,000 Fortune
Captain Kidd's Beer, Wine & Spirits, Deale*	Home Run Riches (B)
Centreville Citgo, Centreville	\$5 Ravens
Crossroads Exxon, Pasadena	Gold
Dash In #15521, Upper Marlboro	\$2,000,000 Fortune
Edgemere Convenience Store, Baltimore*	Gold
Germantown Liberty, Germantown	Deluxe Crossword
Lady's Liquors, La Plata*	Deluxe Crossword
Laurel Mart, Laurel	Family Feud
Riverdale Tiger Mart, Riverdale*	Bingo Plus
Sunset Restaurant & Lounge, Glen Burnie	All Cash No Taxes
Waterloo Exxon, Jessup	Power 5s
Weis Markets #85, Baltimore	\$5 Ravens
Zip In Mart, Oxon Hill	50X the Cash
\$30,000	
Walther Liquors, Nottingham	Ruby Riches

*EXPANDED CASHING AUTHORITY PROGRAM RETAILER



B. Captain Kidd's Beer, Wine & Spirits: June Cheung, store owner (left), with Sarah Proctor, Lottery district manager.